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(54) Title: LABELLING WITH POLYMERIC LABELS HAVING AN ACTIVATED HYDROPHILIC ADHESIVE LAYER

(57) **Abstract:** The invention provides a method for fastening a polymeric label to a glass, plastic, or metal container or surface by means of a water based composition containing at least 30% by dry weight of animal glue; that is activated into an adhesive by the following steps: (a) applying a layer of a hydrophilic solid material based on at least 30% by weight on protein from animal renderings to a polymeric label to form a hydrophilic layer that acts as an adhesive layer when activated with an aqueous medium; (b) applying a low deposition of water, a water based adhesive, water containing a cross-linking agent or an adhesive containing a cross-linking agent to the activatable hydrophilic layer sufficient enough to activate it into an adhesive and form a fastenable polymeric label; (c) fastening the fastenable polymeric label to a glass, plastic or metal container or surface; and (d) allowing the polymeric label to dry on the glass, plastic or metal container or surface.